Using Multi-Media to Engage Diverse Audiences With Forest Service NatureWatch Programs



Project Title	Using Multi-Media to Engage Diverse Audiences With Forest Service NatureWatch Programs
Summary	Organizing and developing nature-themed, web-based resources, including: social media, website content, story maps, graphics, and webinars through the Forest Service NatureWatch programs to reach broader demographics and learning styles.
Country	United States

Project Description

The NatureWatch Program website https://www.fs.fed.us/naturewatch/ is a hub for nature-based experiential learning offered at the Forest Service and through partners. Engaging people of all demographics and learning styles through an agency website is challenging. We utilize video, social media, story maps, webinars, critter cams, apps, print, and online media to attract diverse audiences to our content; and we need help! Intern should bring innovation to this opportunity and share an enthusiasm for attracting people to appreciate, respect, and enjoy the many wonderful qualities of animals and nature, with an eye for how the Forest Service and partners are helping to manage and conserve them throughout the U.S. Creative skills in portraying technical information (infographics, video, brochures, flyers, booklets, photography, graphic design) would be great assets to this position, as would a solid understanding of environmental education and ecology.

Bring your ideas! This is a wonderful growth opportunity for someone seeking national-level experience in communications and environmental education.

Required Skills or Interests

Skill(s)
Editing and proofreading
Educational design
Graphic design
Infographic design
Social media management
Storytelling/blogging/vlogging

Videography	
Website design	
Writing	_

Additional Information

Open-minded creativity, and ability to work both independently and as part of a team will be key. Spanish language skills are a plus (for translations) but not essential.

Language Requirements

None